

BEFORE THE

Federal Communications Commission

WASHINGTON, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)

Amendment of Section 73.202(b),
Table of Allotments,)MM Docket No. 00-210
RM-9979FM Broadcast Station
Sonoita, Arizona)

To: Chief, Allocations Branch

COMMENTS OF SANTA CRUZ BROADCASTINGIntroduction

Santa Cruz Broadcasting ("Petitioner"), by its attorney, hereby submits its comments in response to the Notice of Proposed Rule Making ("Notice") in the above-captioned proceeding. In the Notice, the Commission proposed to amend the FM Table of Allotments (Section 73.202(b) of the Commission's Rules) by allotting Channel 263A to Sonoita, Arizona, as that community's first local aural transmission service. In the Notice, the Commission also requested Petitioner to submit additional information to demonstrate that Sonoita is a *bona fide* community for allotment purposes and to document the population attributed to Sonoita. The Notice was adopted in response to a Petition for Rule Making ("Petition") filed by Petitioner. The Petition is incorporated herein by reference.

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List A B C D E

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Discussion

In response to the Notice, Petitioner submits that Sonoita satisfies the Commission's definition of "community" for allotment purposes. Sonoita is recognized as a community in the Rand-McNally Commercial Atlas, 131st 2000 Millennium Edition, with a population of 100 persons. However, according to the US Census Bureau's "U.S. Gazetteer," Sonoita had a population of 1,399 persons as of 1990 (*See* Attachment A). Moreover, as reflected at the Sonoita community web page site (*See* Attachment B), the community has a fire department, its own post office and its own zip code (85637), public library, and fairground. In addition, Sonoita has its own Chamber of Commerce, sheriff's office, is the home of many churches, businesses, and community organizations (such as the Sonoita Crossroads Forum and the Sonoita Buying Club), and medical facilities, restaurants and lodgings.

Conclusion

As set forth in the Petition, the proposed allotment serves the public interest since it would satisfy the Commission's technical rules and since it would provide Sonoita with its first local aural transmission service. In addition, Petitioner confirms its earlier representation that it supports the proposed allocation and upon the Commission's allotment of Channel 263A to Sonoita, will promptly file an application for a construction permit on FCC Form 301 and, upon the Commission's grant of that application, will expeditiously construct and operate a new FM station on that Channel at Sonoita.

Respectfully submitted,

SANTA CRUZ BROADCASTING

By: Susan A. Marshall
Susan A. Marshall

Its Attorney

FLETCHER, HEALD & HILDRETH, P.L.C.
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December 18, 2000

bill/c:\myfiles\santv\sonoita.p

ATTACHMENT A

The logo of the U.S. Census Bureau, featuring the text "U.S. Census Bureau" in a serif font, with "U.S." in a smaller font size than "Census Bureau".

U.S. Gazetteer

Select one of the following matches to your query to look at that place in the Tiger Map Browser or retrieve 1990 Census tables.

You can search this index. Type the keyword(s) you want to search for:

- **Zip Code: 85637** PO Name: Sonoita (AZ)
Population (1990): 1399
Location: 31.866154 N, 110.724418 W
Browse Tiger Map of area.
Lookup 1990 Census zipcode data from STF3B.

*Note: This dataset is derived from the Census GICS and does not contain unincorporated place names.

For other geographic entities, try searching the USGS Geographic Names Information System.
The US Gazetteer Place and Zipcode files used in this service is available for downloading.

For additional information, comments and suggestions, see the Feedback page.

ATTACHMENT B

WELCOME
TO
SONOITA

SONOITA, AZ! YOU'LL LIKE IT

[Sonoita Home](#)
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Sonoita is located at the crossroads of US Highways 82 and 83. We are surrounded by rolling, grass-covered hills and enjoy wonderful blue skies and wide-open spaces. Many people say this area "looks like Montana." Well, maybe. We love it here whether or not it does. We certainly have a lot less snow!

Weather in the Sonoita area is usually dry, sunny and warm. Winter temperatures average between 20-60F with occasional snow and rain. Spring is very temperate with the thermometer registering 50 - 80F. The summer-fall temperatures average between 80-95F. Our monsoon season starts in July and lasts for two to three months. Please enjoy the storm photos page. The climate encourages outdoor activities year round.



Terrain here is rolling grasslands and cienegas. Sonoita lies in a wide valley surrounded by mountains. Oak and pine forests are found in the higher elevations. The arroyos found across the cienega may have occasional flash floods during the monsoon season.

Altitude is 4,987 feet above sea level and some folks may experience shortness of breath when exercising vigorously.

Politics, what do you think? Participate in a discussion of the propositions on the 2000 Santa Cruz County, Arizona Ballot. [Proposition Forum Page](#).

Biking, it's a great way to see our neck of the woods. **Darrell Roberts** shares a couple of his favorite local rides on the [Recreation Page](#).

Take time out for a chuckle on the updated [Rancher's Humor](#) page. No Bull! (Okay, maybe a little...)

WELCOME
TO

SONOITA

The Community of Sonoita

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The **Sonoita Crossroads Forum** is a group of local citizens who work together to keep the many facets of our wonderful quality of life in focus. All interested people are invited to attend their quarterly presentations and working group meetings.

The **Sonoita-Elgin Emergency Services Inc.** volunteers respond to our crisis situations and keep us safe. They include volunteer firefighters, emergency medical technicians, and dispatchers from the local area. SEESI hosts monthly luncheons, as well as rummage sales, auctions, barbecues, and dances to raise funds to provide our community with a highly trained and modernly equipped emergency response force.

The **Sonoita Bible Church** is an interdenominational church. Pastor Tom Fox conducts worship on Sunday mornings. Phone (520) 455-5779

The **Harvest Christian Ministries** is a full Gospel interdenominational church. Pastor Ed Schaeffer conducts worship on Sunday mornings at 10:30 and Wednesday evenings at 7:30 pm. Phone (520) 455-5505

The **Sonoita Community Library** is located at 3147 Hwy 83 in the County Building. Phone (520) 455-5517.

The **Sonoita Chamber of Commerce** meets every th Wednesday. More than 30 local businesses participate the Chamber.

The **Sonoita Buying Club** a group of local folks cooperatively buying organ and health conscience products from the Tucson Cooperative Warehouse. T Buying Club is a cooperativ and any local resident is welcome to join. If you are interested send an e-mail r to the coop coordinator.

The **Mustang 4-H Club** ha groups for local kids who w to raise a wide variety of livestock, learn how to train and care for dogs, polish home management skills, a refine their presentation an leadership abilities.

The **Sonoita Fairgrounds** host to many local activities from rodeos to Little Leagu to estate auctions.

The **Patagonia Union High School District** provides h school classes for the students moving up from Elgin Elementary School.

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Sonoita's Local Businesses

When you contact our local businesses, please tell them you saw them on SonoitaAz!, Sonoita's Community Home Page.

Bank, ATM, and Financial Services

- **The Stockman's Bank**, 520-455-5030. Full service bank.
- **Sonoita Mercantile Country Store**, 520-455-5788. ATM inside.
- **Sonoita Financial Services**, 520-455-5338. Financing for Equipment Leases.

Dental, Medical, and EMT Services

- **Cynthia Carlisi**, 520-394-2104 Certified Shiatzu Massage Therapist canyonwmn@theriver.com
- **Sharon J. Calvert, PH.D.**, 520-394-0048. Traditional Psychotherapy/Counseling sjcalvert@theriver.com
- **Carlos R. Gonzales, M.D.**, 520-394-2262. Family Medicine. Located in Patagonia, about 12 miles west on HWY 82.
- **Desert Mountain Veterinary Center**, 520-455-9202. House Calls and Office Hours by Appointment
- **Gerald M. Schmidtke, D.D.S., P.C.**, 520-455-5280. Family Dentistry.
- **La Querencia**, 520-394-2123. Psychotherapy and Counseling.
- **Leah Anderson, NMD**, 520-455-5411. Naturopathic Medicine, Family Practice.
- **Old Pueblo United Drug**, 520-455-0058. Full service Pharmacy.
- **Sonoita-Elgin Emergency Services, Inc.**, EMERGENCIES DIAL 911. 520-455-5854. Volunteer fire department & EMTs.

Feed and Hardware

- **Ace Hardware of Sonoita**, 520-455-5523. General hardware. Monday - Friday 7:30 - 5. Saturday 8 - 5.
- **Arizona Feeds Country Store**, 520-455-5734. Hay, feed, hunting licenses, propane. Call for hours.
- **Sonoita Feed**, 520-455-5544. Hay, grain, vet supplies.

Monday - Friday 8 - 5, Saturday 8 - 4

Gifts, Wearables, and Collectibles

- **Cowboy's Sweetheart**, 520-455-4652. Western wear and gifts.
- **El Cordero**, 520-455-4797. Indigenous crafts and furniture from Mexico. Tuesday - Sunday 10 - 5.
- **Heartland Ranch Alpacas & Country Store**, 520-455-5701. Alpaca products.
- **Horsecamp Design Studio**, 520-455-4790. Handcrafted original and custom silverwork. kiyo@sonoitaaz.com
- **Many Horses Trading Co.**, 520-455-5545. American Indian jewelry.
- **Patagonia Embroidery**, 520-455-4744. Custom Embroidery. patemb@dakotacom.net
- **PlanetCowboy.Com**, 520-455-4744. Discerning Personal Shopper service for western wear.
- **Sonoita Creek Camp**, 520-455-5535. Authentic Native American arts & crafts.
- **The Lazy G Gifts**, 520-455-5855. Eclectic Southwestern gifts.

Markets

- **Natural Market**, 520-455-5411. Fresh produce, vitamins, herbs, natural groceries & snacks, body care.
- **Sonoita Mercantile Country Store**, 520-455-5788. Deli, gourmet food items, local wines, self-serve Shell gas. ATM
- **Sonoita Mini Market**, 520-455-5613. Groceries, movie rental, local wines, lunch wagon.
- **Texaco Star Mart**, 520-455-5793. Self-serve gas, groceries, deli, pizza, movie rental.

Newspaper

- **The Bulletin**, 520-455-4776, fax 520-455-5351.
rek1044@theriver.com

Real Estate

- **Sonoita Realty**, 520-455-5381. Serving Sonoita Real Estate needs for 25 years. sonrlty@dakotacom.net
- **Marsha Burden & Associates, Inc.**, 520-455-4634. Real Estate. mbainc@azstarnet.com
- **Realty Executives**, 520-455-5560. Arizona property, fine homes and ranches. info@sonoitaproperties.com

estate company. pguild@dakotacom.net

Services

- **Amanda Foster**, 520-455-5747. Pet Grooming, Local pick up and delivery.
- **Carnevale Travel**, 520-455-5844. Monday - Friday 8:30 - 4 or by appointment.
- **Deb Allen Hair Design**, 520-455-5161. Hair care services.
- **Empire Homes, Inc.**, 520-455-5506. Home building. General Contractor.
- **HorseTrainerOnline.Com** 520-455-9277. National Dressage Champion Heather Irbinskas trains online.
- **Intuitive Readings and Tarot by Lianne Rae**, 520-455-5616. Call for appointment.
- **Mario T. Saenz**, 520-455-5787. Electrician, including emergency service.
- **PartyWare**, (520)322-5935. Party supplies delivered to your door. Theme parties our specialty! partyware@yahoo.com
- **Schouten, Klein & Sullivan, P.C.**, 520-455-5757. Accounting services. Tax preparation.
- **Sonoita Auto Service Center**, 520-455-5242. Automotive repair and parts.
- **Sonoita Equipment Rentals**, 520-455-5444. Backhoes, tractor & mower, skidsteer, rototiller.
- **Sonoita Networking**, 520-455-5169. Professional Computer and Web-site Services for Small and Home-based business.
- **Sonoita Strands**, 520-455-5886. Hair care services.
- **Teri Lynn's Desert Studios**, 520-394-2880. Voice, Piano, Guitar, or Recorder Instruction. tlcmock@dakotacom.net
- **The House Nancy**, 520-456-2274. Cleaning, House & Pet Sitting, and Errands.
- **Villa Hermosa Beauty Salon**, 520-455-5571. Full service salon for men and women.
- **Wellness Center**, 520-455-5411. Classes in Tai Chi, Shen Qi, Meditation, and children's martial arts. shenqi@dakotacom.net
- **Walking J Ranch**, 520-591-7155. Welding & Steel Fabrication

Orchards, Vineyards and Wineries

- **Callaghan Vineyards**, 520-455-5322.
- **Domaines Ellam**, 520-455-4734. Tasting Room daily 10 - 5. wines@earl-of-ellam.com
- **Douglas Apple Orchard**, 520-455-9320. Organic apples available from July to October. mdouglas@dakotacom.net

- **Naveh Vinyards**, 520-394-2888. Kosher wines.
- **Sonoita Vineyards and Winery**, 520-455-5893. Tasting Room daily 10 - 4.
- **The Village of Elgin Winery**, 520-455-9309.

These are free listings. To list your business, send your listing to webmaster@sonoitaaz.com or mail them to Sonoita Networking at PO Box 286, Sonoita, AZ 85637.

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Last revised: October 27, 2000.

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Bed and Breakfast

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Crown C Ranch, 520-455-5739. Hiking, birding, exploring, biking, and riding.

Highland Desert Center for Healing, 520-455-4772. Swimming and a hot tub.

Rain Valley Bed and Breakfast, 520-456-2911. New, great views.

Sonoita Inn, 520-455-5935. Historic Building, New Inn near the Crossroads. info@sonoitainn.com

The Old Benton Place Guest Cabin, 520-455-9303. Single Cabin in a orchard. Pets welcome fingers@dakotacom.net

Vineyard Bed & Breakfast, 520-455-4749. Three bedrooms and a casita with private bath.

These are free listings. To list your B&B, send your listing to webmaster@sonoitaaz.com or mail them to Sonoita Networking at PO Box 286, Sonoita, AZ 85637.

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Last revised: August 03, 2000.

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Sonoita's Neighbors

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Arizona Highways has an excellent magazine, gifts and website. Please visit and find out about all of our wonderful Arizona locations.

AZ Tourist News is a statewide tourist information tabloid and website with information about Arizona for our visitors.

AZ Net Directory is a directory of Arizona Web Sites.

Benson is located at the northern end of the Whetstone mountain range, about 45 miles northeast of Sonoita. Take US Highway 82 east to Highway 90. North on 90 to I-10, east on I-10 to Benson. On your way to Benson, you'll pass the newest Arizona State Park, Kartchner Caverns. *Kartchner Caverns is OPEN! Visit the Web Site to for information on reservations.*

Bisbee is located in the Mule Mountains about 55 miles southeast of Sonoita. Take US Highway 82 east to US Highway 90, south to Highway 92, and south to Bisbee. Bisbee is a very picturesque old copper mining town. Be sure to visit Brewery Gulch while you are there.

Nogales is located on the border about 30 miles southwest of Sonoita. Take US Highway 82 west to Nogales. Cross the border here for shopping in Nogales, Sonora.

Patagonia is located on cool Sonoita Creek 12 miles southwest of Sonoita on US Highway 82. The children from Sonoita and Elgin go to Patagonia to Middle School and High School. *Please note that this is a new URL for Patagonia. Change your bookmarks!*

Sierra Vista is located at the foot of the Huachuca Mountains about 35 miles southeast of Sonoita. Take US Highway 82 east to US Highway 90, then south to Sierra Vista. You'll pass through Sierra Vista on the way to Bisbee. While in Sierra Vista, visit historic Fort Huachuca.

Tombstone, "The town too tough to die," is located about 44 miles east of Sonoita. Follow US Highway 82 due east from the crossroads in the center of Sonoita.

Tucson is located about 45 miles northwest of Sonoita surrounded by the Rincon and Santa Rita mountains. Take US Highway 83 north to I-10, then west to Tucson.

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[Back to Sonoita's Home Page](#)

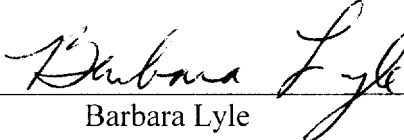
Last revised: August 03, 2000.

CERTIFICATE OF SERVICE

I, Barbara Lyle, a secretary in the law firm of Fletcher, Heald & Hildreth, P.L.C., do hereby certify that a copy of the foregoing "Comments of Santa Cruz Broadcasting" was sent this 18th day of December, 2000, by hand-delivery to:

Mr. John A. Karousos
Chief, Allocations Branch
Policy & Rules Division, Mass Media Bureau
Federal Communications Commission
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Washington, D.C. 20554

Ms. Nancy Joyner
Allocation Branch
Policy & Rules Division, Mass Media Bureau
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